Listing of the Claims

1. (Cancelled) A method of furnishing information about objects to a plurality of venues, at least some of the information furnished to each venue differing from information furnished to other venues, the method comprising:

(i) storing information about objects in an accessible database, information about each object configured to permit independent access to subsets of the information about each object; and

(ii) using rules associated with each venue to select subsets of the information about each object; and

(ii) furnishing the rule-selected subsets of information to the respective venues associated with each rule.

2. (Cancelled) The method of claim 1, wherein the rules associated with certain venues exclude information about certain objects from their respective associated venues.

3. (Cancelled) The method of claim 2, wherein the excluding of information by a rule is based on the venue associated with the rule, or is based on the nature of the objects.

4. (Cancelled) The method of claim 1, wherein the objects are vehicles and the information is contained in a plurality of databases.

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5. (Cancelled) The method of claim 4, wherein the venues are websites and the websites are selected from: a website accessible to retail customers, a website accessible to dealers and a website accessible by wholesale customers.

6. (Cancelled) The method of claim 1, wherein the venues are websites.

7. (Cancelled) The method of claim 6, further comprising using criteria to exclude information about certain objects from specified websites.

8. (Cancelled) The method of claim 7, wherein the rules associated with the websites comprise the criteria for excluding information about certain objects.

9. (Cancelled) A system for furnishing information about objects to a plurality of venues, wherein information furnished to each venue is customized based on an expected audience at the venue, the system comprising:

(a) a database comprising information about the objects, the information configured into subsets to permit access to at least some subsets of the information independently of other subsets;

(b) rules associated with each of the venues, each rule selecting specific subsets of the information for presentation to an associated venue; and

(c) means for providing the venues with access to their rule-selected subsets of information.

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10. (Cancelled) The system of claim 9, further comprising exclusion criteria, the criteria excluding information about specific objects from some venues.

11. (Cancelled) The system of claim 9, wherein the means for providing access comprises the Internet, and the venues each comprise a website.

12. (Cancelled) The system of claim 10, wherein the means for providing access comprises the Internet, and the venues each comprise a website.

13. (Cancelled) The system of claim 11, wherein the objects comprise vehicles for sale or other means of trade.

14. (Cancelled) The system of claim 10, wherein the rules comprise the exclusion criteria.

15. (Cancelled) A method of providing information about objects to a plurality of venues, the information customized for each venue, the method comprising:

(a) storing information about the objects in an accessible database, information about each object configured to permit independent access to subsets of the information; and

(b) using rules, associated with each venue, to select subsets of the information to be provided to their respective venue.

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16. (Cancelled) The method of claim 12, further comprising using criteria, associated with each venue, to limit the objects about which the rule associated with the venue can provide information to that venue.

17. (Cancelled) The method of claim 15, further comprising communicating the selected subsets of information about the objects to the respective venues by means of the Internet.

18. (Cancelled) The method of claim 16, further comprising communicating the selected subsets of information about the objects to the respective venues by means of the Internet.

19. (New) A method of returning information in response to requests about a specific tangible object having attributes, the method comprising:

receiving a first request from a first venue for information on the specific tangible object in inventory;

applying a first rule associated with the first venue to generate a first view of the specific tangible object, the first view including only attributes in compliance with the first rule;

returning the first view to the first venue;

receiving a second request from a second venue for information on the specific tangible object;

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applying a second rule associated with the second venue to generate a second view of the specific tangible object, the second view including only attributes in compliance with the second rule, and wherein the second view differs from the first view in that at least one attribute in the second view is not in the first view; and

returning the second view to the second venue.

20. (New) The method of claim 19, further comprising:

receiving attributes corresponding to the specific tangible object; and

storing attributes corresponding to the specific tangible object in a database.

21. (New) The method of claim 19, wherein the specific tangible object is an automobile.

22. (New) The method of claim 19, wherein the venues are websites accessible by users at remote locations.

23. (New) The method of claim 19, wherein one of the attributes is an identifier and wherein the method further comprises:

receiving a third request from a third venue for information on tangible objects in inventory; and

applying a third rule associated with the third venue to generate a third view, the third rule excluding from the third view the specific tangible object and all corresponding attributes based on the identifier.

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24. (New) The method of claim 19, wherein one of the attributes includes first and second values,

wherein the first view includes the first value and excludes the second value in compliance with the first rule; and

wherein the second view includes the second value and excludes the first value in compliance with the second rule.

25. (New) A method of returning information in response to requests about a specific tangible object having attributes, the method comprising:

storing a first attribute having first and second values in a database, the first attribute corresponding to the specific tangible object;

receiving a first request from a first venue for information on the specific tangible object in inventory;

applying a first rule associated with the first venue to generate a first view of the specific tangible object, the first view comprising the first attribute and including the first value and excluding the second value in compliance with the first rule;

returning the first view to the first venue;

receiving a second request from a second venue for information on the specific tangible object;

applying a second rule associated with the second venue to generate a second view of the specific tangible object, the second view comprising the first attribute and including the second value, different from the first value, and excluding the first value in compliance with the second rule; and

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returning the second view to the second venue.

26. (New) The method of claim 25, further comprising:

receiving attributes corresponding to the specific tangible object; and

storing attributes corresponding to the specific tangible object in a database.

27. (New) The method of claim 25, wherein the specific tangible object is an automobile.

28. (New) The method of claim 25, wherein the venues are websites accessible by users at remote locations.

29. (New) The method of claim 25, wherein one of the attributes is an identifier and wherein the method further comprises:

receiving a third request from a third venue for information on tangible objects in inventory; and

applying a third rule associated with the third venue to generate a third view, the third rule excluding from the third view the specific tangible object and all corresponding attributes based on the identifier.

30. (New) The method of claim 25, further comprising:

applying the first rule to generate the first view of the specific tangible object, the first view including a second attribute in compliance with the first rule; and

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applying the second rule to generate the second view of the specific tangible object, the second view including a third attribute and excluding the second attribute in compliance with the second rule.

31. (New) The method of claim 25 wherein the first attribute is a price of the specific tangible object and the first and second values are different monetary values.

32. (New) A method of returning information in response to requests about specific tangible objects having attributes, the method comprising:

receiving a first request from a first venue for information on the specific tangible objects in inventory and comprising attributes, wherein each specific tangible object includes an attribute having an identifier;

applying a first rule associated with the first venue to generate a first view of the objects, the first view including only those objects with identifiers that are in compliance with the first rule;

returning the first view to the first venue;

receiving a second request from a second venue for information on the objects;

applying a second rule associated with the second venue to generate a second view of the objects, the second view including only those objects with identifiers that are in compliance with the second rule such that the first view and second view include different objects; and

returning the second view to the second venue.

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33. (New) The method of claim 32, further comprising:

receiving attributes corresponding to the specific tangible objects; and

storing attributes corresponding to the specific tangible objects in a database.

34. (New) The method of claim 32, wherein the specific tangible objects are automobiles.

35. (New) The method of claim 32, wherein the venues are websites accessible by users at remote locations.

36. (New) The method of claim 32, further comprising:

applying a third rule associated with the first venue to include in the first view only attributes of the objects in compliance with the third rule; and

applying a fourth rule associated with the second venue to include in the second view only attributes of the objects in compliance with the fourth rule, such that the second view differs from the first view in that at least one attribute in the second view is not in the first view.

37. (New) The method of claim 32, further comprising:

applying a third rule associated with the first venue to include in the first view only values of attributes of the objects in compliance with the third rule; and

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applying a fourth rule associated with the second venue to include in the second view only values of attributes of the objects in compliance with the fourth rule, such that the second view includes values different from the first view.

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